

Motivational Speech

Purpose and Expectations

- Speaker appeals to the audience to do something (call to action)

You will need...

- Vivid language
- Lots of energy and excitement
- Genuine sincerity and compassion for your topic
- Clear organization
- Use of evidence and anecdotes (logical and emotional appeals)
- To move your audience to action

Examples

Occasions for Motivational Speeches

- Anniversary memorials (Like 9/11)
- Dedications
- Commencement
- Pep meeting
- Political rallies
- Coaching
- Religious events



Choosing a Topic

- You must believe in it.
- Know your audience.

Possible Topics

- Volunteer your time
- Change your eating habits
- Learn a new hobby
- Cell phone use should be prohibited while driving



Organization – Monroe's Motivated Sequence

1. Start with a strong **attention-grabbing** story or statistic.
2. Develop a sense of **need** by explaining why there is a problem and why something needs to be done about it.
3. Provide **satisfaction** for the audience by offering a solution.
4. Give a **visualization** of the problem.
5. End with a **call to action** and a summary.